

MINUTES OF MEETING
PUBLIC COMMUNICATIONS COMMITTEE
April 21, 1975
Chicago, Illinois

Program Review and Budget Discussion

The following members and invited guests were in attendance at the meeting:

Aldrich C. Bloomquist
David C. Carter
Horace D. Godfrey
Robert C. Hanna
Donald F. Martin
John R. O' Connell

Alfred C. Parker
Norman Petitt
Lawrence Raynor
John W. Tatem, Jr.
John Van Wijk
Donald Walsh

Jack O' Connell reviewed recent activities:

Food Day--The Sugar Association responded to the challenge when nobody else in the industry was doing anything. It was an exercise in pressure public relations. By introducing the controversy surrounding Food Day and selling with the idea that Food Day without medical support and participation was a promotional sham, we were able to:

1. Place Dr. Stare on the AM America Show
2. Change the format of the Today Show to reveal Food Day's split
3. Place a doctor on the PBS Last Supper show first, and later Bill Tatem as a representative of industry
4. Have Dr. Jukes interviewed by Television News Service
5. Place Dr. Jukes on WOR-TV in New York
6. Do a 3½-minute interview with Dr. Stare for 200 radio stations

Throughout we were able to keep the sugar industry in the background, keep other industries supplied with background, win their praise for initiative and make friends with the networks.

Association Film--West Glen Communications reports that approximately one half of the film footage has been shot, including commentary from Dr. Hashim at St. Luke's in New York and Dr. Winick at Columbia. The script is nearing completion. The schedule calls for completion of the film in August, with it available for distribution after Labor Day.

White Papers--We are planning a massive mailing to approximately 3,500 food editors, science writers, columnists and editorial writers, as well as to television and radio desks throughout the country. The packet will include a cover letter, a digest by lay nutrition writer Ron Deutsch, a news release and the bound papers. This document is the most comprehensive piece of literature available on the subject of sugar and health and should be our most powerful communications tool. Beyond its content, its value lies in the fact that it is signed by prominent professionals and is a reprint from an esteemed scientific journal. The papers will also go to the scientific community and to government officials.

Boston--During testimony against a bill that would have segregated sugar and sugar-containing products in Massachusetts retail outlets, the confectionery industry introduced for the record a transcript of The Sugar Association's Dallas food editors press conference.